

# ORDER



**Orders**  
**Order / Rev:** 170835  
**Alt Order #:** 06401233  
**Product Desc:** PRIORITY USA ACTION  
**Estimate:** 1895  
**Flight Dates:** 11/01/12 - 11/06/12  
**Original Date / Rev:** 10/31/12 / 10/31/12  
**Order Type:** GENERAL

**WDJT-TV-LP**  
**Primary AE:** Matthew Norten  
**Sales Office:** HDC  
**Sales Region:** NAT

**Agency**  
**Name:** Mundy Katowitz Media  
**Buying Contact:** Casey Bessette  
**Billing Contact:**  
 1322 G Street SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Issue/Priorities USA Action  
**Demographic:** A35+  
**Product Codes:** PL Issue  
**Priority:** P-1  
**Revenue Codes:** AGY, POL, ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	22	\$27,400.00	\$23,290.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	22	\$27,400.00	\$23,290.00	0.00
<b>Totals</b>	<b>22</b>	<b>\$27,400.00</b>	<b>\$23,290.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	15%	\$27,400.00
Market	100%	\$182,666.67

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	3%	\$5,480.00
WCGV	3%	\$5,480.00
WISN	24%	\$43,840.00
WITI	28%	\$51,146.67
WMLW-	4%	\$7,306.67
WPXE	0%	\$0.00
WTMJ	21%	\$38,360.00
WVTV	2%	\$3,653.33
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	11/02/12	11/02/12	Price Is Right 10a-11a	CM	10a - 11a	----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
Price is Right 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1				\$1,000.00		0.00			
E 2	WDJT	11/02/12	11/02/12	News at Noon	CM	12p-1230p	----1--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
News at Noon															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	----1--		1				\$500.00		0.00			

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 WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 3	WDJT	11/02/12	11/02/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p ----1--	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$500.00		0.00				
E 4	WDJT	11/02/12	11/02/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p ----1--	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$1,000.00		0.00				
E 5	WDJT	11/02/12	11/02/12	M-F 5pm News M-F 5pm News	CM	5p-530p ----1--	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$1,500.00		0.00				
E 6	WDJT	11/02/12	11/02/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p ----1--	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	----1--		1		\$3,000.00		0.00				
E 7	WDJT	11/05/12	11/05/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a 1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$1,000.00		0.00				
E 8	WDJT	11/05/12	11/05/12	News at Noon News at Noon	CM	12p-1230p 1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$500.00		0.00				
E 9	WDJT	11/05/12	11/05/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p 1-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$500.00		0.00				
E 10	WDJT	11/05/12	11/05/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$1,000.00		0.00				
E 11	WDJT	11/05/12	11/05/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$1,500.00		0.00				
E 12	WDJT	11/05/12	11/05/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 11/05/12	11/11/12	1-----		1		\$3,000.00		0.00				
E 13	WDJT	11/03/12	11/03/12	Sat 5pm News Sat 5pm News	CM	5p-530p -----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1		\$1,500.00		0.00				
E 14	WDJT	11/03/12	11/03/12	Sat 6p-7p Jep/Wheel Sat 6p-7p Jep/Wheel	CM	Sat 6-7p -----1-	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1-		1		\$1,500.00		0.00				
E 15	WDJT	11/04/12	11/04/12	1105p-1205a Castle	CM	1105p-1205a -----1	:30	1	\$400.00	P-1	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$400.00		0.00				
E 16	WDJT	11/04/12	11/04/12	CBS58 Nws 5p M-Sa/530p CBS58 Nws 5p M-Sa/530p Su	CM	5-530p/530-6p -----1	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	-----1		1		\$1,500.00		0.00				
E 17	WDJT	11/01/12	11/01/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a ---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	---1---		1		\$1,000.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 17	WDJT	11/01/12	11/01/12	Price Is Right 10a-11a Price is Right 10a-11a	CM	10a - 11a	---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$1,000.00		0.00			
E 18	WDJT	11/01/12	11/01/12	News at Noon News at Noon	CM	12p-1230p	---1---	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$500.00		0.00			
E 19	WDJT	11/01/12	11/01/12	3p-4p (eff 9/10/12) Jeff Probst	CM	3p-4p	---1---	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$500.00		0.00			
E 20	WDJT	11/01/12	11/01/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p	---1---	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$1,000.00		0.00			
E 21	WDJT	11/01/12	11/01/12	M-F 5pm News M-F 5pm News	CM	5p-530p	---1---	:30	1	\$1,500.00	P-1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$1,500.00		0.00			
E 22	WDJT	11/01/12	11/01/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p	---1---	:30	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---1---					1	\$3,000.00		0.00			
													Totals	22	\$27,400.00